

The Bachelor's essay „Analysis of the medialization of pope Benedict XVI.'s visit to the Czech Republic in the printed media between 26th and 28th September 2009“ will monitor how the the events connected to this visit were presented in the print media.

The Pope's visit is without any doubt such a rare and significant occasion that it is nearly impossible that the media wouldn't react to it. The visit was also quite short, so during three days full of various events unique material was created on which it is possible to observe, demonstrate and characterize the various methods of medialization.

The first part of the essay focuses on a characteristic of the general terms used in media studies and on the description of semiotic conception. In the practical part a semiotic analysis, which examines how the Pope's visit was presented in selected dailies, is performed. The particular findings are then interpreted and the final part deals with the generalised results of the research.